

To: WAAF Westborough MA
WAAF-HD1 Westborough MA
WKAF Brockton MA
WKAF-HD1 Brockton MA
WWEI-HD2 Easthampton MA Public File

From: Kerry Popp, Producer
Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 2nd Quarter 2015 (April-June)

Date: July 6, 2015

This quarter, the radio stations listed above identified the following as community issues:

1. **Arts & Culture**
2. **Community Awareness**
3. **Current Events**
4. **Education**
5. **Health**
6. **History/Politics**
7. **Personal Well-Being**

An average of 620 minutes per week were devoted this quarter for public affair issues. The radio stations listed above identified these issues through on-air awareness, fundraising, and the public affairs program, Q&A. The following is a complete list of topics aired during the 2nd Quarter of 2015.

1. **Arts & Culture** - Includes the issues of the library, dance, collectibles, and celebrating fathers.
2. **Community Awareness** - Includes the issues of a research foundation, the chamber of commerce, end-of-life conversations, nature conservation, and the first American YWCA.
3. **Current Events** - Includes the issues of sustainability, mediating conflict, ending childhood hunger, and telecommunications.
4. **Education** - Includes the issue of the opportunity gap.

5. **Health** - Includes the issues of pancreatic cancer, the connection between food & cancer, fibromyalgia, and the causes and cures for headaches.
6. **History/Politics** - Includes the issues of political opinion media, being a senator for Massachusetts, mass transit, and the busing era.
7. **Personal Well-Being** - Includes the issues of aging, emotional eating, stress, sleep, indoor air quality, PMS, relationships, parenting, dermatology, nutrition, cosmetic procedures, insect bites, skin cancer, sunscreen, pool safety, bicycle safety, boating safety, and fire safety.

**Public Affairs Report Sorted By Issue For
The 2nd Quarter of 2015 (April-June)**

ARTS & CULTURE

Topic: The Boston Athenaeum, The Culture Club
Program: Commonwealth Journal
Guest: Katherine Wolff, Author of The Boston Athenaeum, The Culture Club
Length: 26:48
Aired: April 19, 2015, 5:30 AM

Topic: The Dance Claimed Me
Program: Commonwealth Journal
Guests: Murray Schwartz, Professor at Emerson College and Peggy Schwartz, Professor at UMass Amherst, both Authors of The Dance Claimed Me—A Biography of Pearl Primus
Length: 28:20
Aired: May 17, 2015, 5:30 AM

Topic: Collecting Black Americana
Program: Commonwealth Journal
Guest: Chico Colvard, Filmmaker of documentary "Black Americana: A Love Story"
Length: 28:25
Aired: May 31 2015, 5:30 AM

Topic: This One's for Dad
Program: Project Health Radio
Guests: Dr. Rick Kellerman, President of the Academy of Family Physicians; John R. Trayser, Author of Saving Lives One Heart at a Time, Building Relationships Through Kindness; Jeff Newman, Co-author of The Disorderly Compendium of Golf
Length: 29:00
Aired: June 21, 2015, 5:30 AM

COMMUNITY AWARENESS

Topic: The Boston Foundation

Program: Commonwealth Journal

Guest: Paul Grogan, President and CEO of the Boston Foundation

Length: 28:49

Aired: April 19, 2015, 6:00 AM

Topic: A Conversation with Paul Guzzi of the Greater Boston Chamber of Commerce

Program: Commonwealth Journal

Guest: Paul Guzzi, President and CEO of the Greater Boston Chamber of Commerce

Length: 28:54

Aired: May 3, 2015, 6:00 AM

Topic: The Conversation Project

Program: Commonwealth Journal

Guests: Ellen Goodman, Pulitzer Prize Winning Author, The Conversation Project on end of life conversations

Length: 28:07

Aired: May 24, 2015, 6:00 AM

Topic: When to Fight Nature, When Not to Fight Nature

Program: Commonwealth Journal

Guest: Sarah Oktay, Director of UMass Boston's Nantucket Field Station

Length: 28:25

Aired: June 7, 2015, 6:00 AM

Topic: America's First YWCA

Program: Commonwealth Journal

Guest: Sylvia Ferrell-Jones, President and CEO of America's first YWCA

Length: 27:54

Aired: June 21 2015, 6:00 AM

CURRENT EVENTS

Topic: The Fishbowl Principle...How to Build a Sustainable Future

Program: Commonwealth Journal

Guest: Bruce Gendelman, Co-author of The Fishbowl Principle...How to Build a Sustainable Future

Length: 27:04

Aired: April 12, 2015, 5:30 AM

Topic: Mediating Conflict

Program: Commonwealth Journal

Guests: Eben Weitzman, Faculty at UMass Boston, Human Security and Global Governance; Darren Kew, Faculty at UMass Boston, Conflict and Democracy

Length: 28:20

Aired: May 10, 2015, 6:00 AM

Topic: Share Our Strength

Program: Commonwealth Journal

Guest: Bill Shore, Founder and CEO of Share Our Strength

Length: 27:34

Aired: May 31 2015, 5:30 AM

Topic: Better Telecommunications

Program: Commonwealth Journal

Guest: Ikbāl Kadir, Grameen Communications

Length: 28:42

Aired: June 28 2015, 6:00 AM

EDUCATION

Topic: Closing the Opportunity Gap

Program: Commonwealth Journal

Guest: Mark Edwards, Executive Director of Opportunity Nation

Length: 27:45

Aired: May 17, 2015, 6:00 AM

HEALTH

Topic: The Word is Cancer

Program: Project Health Radio

Guests: Dr. Kevin McGarry, Professor of Urology at Northwest University; Dr. Joe Schwartz of McGill University on food and cancer; Deb Christiansen, RN and Cancer Care Coordinator at Dixie Regional Medical Center in St. George, Utah, on pancreatic cancer

Length: 29:00

Aired: May 3, 2015, 5:30 AM

Topic: Fibromyalgia

Program: Project Health Radio

Guests: Dr. Martha Beck, Life Coach, Author, and Columnist for O Magazine; Lynn Matalana, Founder of the National Fibromyalgia Association

Length: 29:00

Aired: May 10, 2015, 5:30 AM

Topic: It's a Headache

Program: Project Health Radio

Guests: Dr. Lawrence Robbins of the Robbins Headache Clinic in Northbrook, Illinois and Author of Headache Help: A Complete Guide to Understanding Headaches and the Medications that Relieve Them; Dr. Steven Silverstein, Former President of American Headache Society on acupuncture and biofeedback; Dr. Andrew Jones, Author of The Natural Cure to Your Migraine Headache

Length: 29:00

Aired: June 14, 2015, 5:30 AM

HISTORY/POLITICS

Topic: The Outrage Industry

Program: Commonwealth Journal

Guest: Jeffrey Berry, Author of The Outrage Industry: Political Opinion Media and the New Incivility

Length: 28:30

Aired: April 5, 2015, 6:00 AM

Topic: A Conversation with Mo Cowan

Program: Commonwealth Journal

Guest: Mo Cowan, Former Massachusetts Senator

Length: 27:50

Aired: April 12, 2015, 6:00 AM

Topic: The Evolution of Boston's Orange Line

Program: Commonwealth Journal

Guests: Jeremy Fox, Boston Globe; Andrew Elder, UMass Boston and Board Member at the History Project

Length: 27:53

Aired: April 26, 2015, 6:00 AM

Topic: Turmoil and Transition in Boston

Program: Commonwealth Journal

Guest: Lawrence DiCara, Author of Turmoil and Transition in Boston: A Political Memoir from the Busing Era

Length: 28:25

Aired: June 14 2015, 6:00 AM

PERSONAL WELL-BEING

Topic: The Physical Realities of Growing Old

Program: Commonwealth Journal

Guest: Dr. Claus Hamann, Geriatric expert

Length: 27:04

Aired: April 5, 2015, 5:30 AM

Topic: Your General Health

Program: Project Health Radio

Guests: Beverly Rothstein, President of Your Slim Vision on emotional eating; Karen Erickson, Certified Hypnotherapist on stress and sleep; Dr. David McIntosh, Adjunct Faculty at Brandeis and Harvard on indoor air quality

Length: 29:00

Aired: April 26, 2015, 5:30 AM

Topic: In the Mood

Program: Project Health Radio

Guests: Dr. Mavis Donnelly, Psychiatrist and Author of Dust on the Road; Dr. Susan Tys Jacobs, Endocrinologist at New York City's St. Luke's Roosevelt Hospital on severe PMS; Dr. Terry Egan of Moonview Sanctuary on relationships and parenting

Length: 29:00

Aired: May 24, 2015, 5:30 AM

Topic: Aging Gracefully

Program: Project Health Radio

Guests: Dr. Susan Taylor, Dermatologist, American Academy of Dermatology board member on looking younger; Denise Foley, Editor-at-Large of Prevention Magazine on nutrition and aging; Dr. Steve Dayan, Plastic Surgeon on cosmetic procedures like Botox

Length: 29:00

Aired: June 7, 2015, 5:30 AM

Topic: Have a Safe Summer

Program: Project Health Radio

Guests: Dr. Robert Burdell, Dermatologist and Member of American Academy of Dermatology on insect bites; Dr. Lynn McKinley-Grant, Dermatologist in Chevy Chase, Maryland on skin cancer and sunscreen; Tara Wellington on summer nutrition and pool safety; Debra Biggs, Executive Director of the Safety Council of the Ozarks on bicycle safety, boating safety, and fire safety

Length: 29:00

Aired: June 28, 2015, 5:30 AM

COMMUNITY FORUM

Topic: National Grid Reminds Customers of Important Spring Safety Tips

Organization: National Grid

Time: 01:20

Aired: April 5, 2015

Topic: April is National Stress Awareness Month

Organization: Optum

Time: 01:20

Aired: April 5, 2015

Topic: A Fresh Approach to End Hunger

Organization: Project Bread

Time: 00:30

Aired: April 5, 12, 19, May 3, 2015

Topic: National Grid Reminds Customers of Important Spring Safety Tips

Organization: National Grid

Time: 01:20

Aired: April 5, 2015

Topic: Volunteers Needed

Organization: Horizons for Homeless Children

Time: 00:30

Aired: April 12, 2015

Topic: The Importance of Saving for College

Organization: College Savings Plans Network

Time: 00:30

Aired: April 12, 2015

Topic: Statewide Breast Cancer Swim, Kayak, Walk, or Run Events

Organization: Massachusetts Breast Cancer Coalition (MBCC)

Time: 00:30

Aired: April 19, May 10, 2015

Topic: How Con Artists are Tricking Student Loan Holders

Organization: Better Business Bureau

Time: 00:60

Aired: April 26, 2015

Topic: Hurray for Moms and Manatees

Organization: Save the Manatee Club

Time: 00:30

Aired: April 26, 2015

Topic: Support Breast Cancer Research and Care

Organization: Boston Bakes for Breast Cancer

Time: 00:30

Aired: April 26, May 3, 2015

Topic: Look Out for Door-to-Door Magazine Scams this Spring

Organization: Better Business Bureau

Time: 00:60

Aired: May 3, 2015

Topic: Walkathon

Organization: ROFEH International

Time: 00:30

Aired: May 3, 10, 2015

Topic: Students: Beware of Scholarship Scams

Organization: Better Business Bureau

Time: 00:60

Aired: May 10, 2015

Topic: CPR Certification Course

Organization: Health Ed of New England

Time: 00:30

Aired: May 10, 17, 2015

Topic: May is Allergy Awareness Month

Organization: Asthma & Allergy Foundation of America

Time: 00:60

Aired: May 17, 2015

Topic: Job Training & Employment

Organization: Goodwill

Time: 00:30

Aired: May 17, June 21, 2015

Topic: Jimmy Fund Scooper Bowl

Organization: Dana-Farber Cancer Institute and the Jimmy Fund

Time: 00:30

Aired: May 17, 24, 31, 2015

Topic: Before You Graduate

Organization: Selective Service System

Time: 00:30

Aired: May 24, 2015

Topic: Animal Welfare

Organization: Greyhound Friends

Time: 00:30

Aired: May 24, 2015

Topic: Fake Debt Collectors Harass Family Members

Organization: Better Business Bureau

Time: 00:60

Aired: May 24, 2015

Topic: CPR Certification Course

Organization: Health Ed of New England

Time: 00:30

Aired: May 31, June 7, 2015

Topic: Go Eco-Friendly this Father's Day

Organization: Save the Manatee Club

Time: 00:30

Aired: May 31, June 7, 14, 2015

Topic: Breathe Deep Boston 5K Walk

Organization: LUNgevity

Time: 00:30

Aired: May 31, June 14, 2015

Topic: Summer Vacation Scams That'll Burn

Organization: Better Business Bureau

Time: 00:60

Aired: June 7, 2015

Topic: John Hancock Fenway Fantasy Day

Organization: Dana-Farber Cancer Institute and the Jimmy Fund

Time: 00:30

Aired: June 7, 21, 2015

Topic: Health Awareness

Organization: National Diabetes Education Program

Time: 00:30

Aired: June 14, 2015

Topic: Jimmy Fund at the Movies this Summer

Organization: Dana-Farber Cancer Institute and the Jimmy Fund

Time: 00:30

Aired: June 14, 28, 2015

Topic: Tamper-Resistant Receptacles

Organization: Electrical Safety Foundation International

Time: 00:30

Aired: June 21, 2015

Topic: BBB Scam Tracker Quickly Reaches 1,000+ Scams

Organization: Better Business Bureau

Time: 00:60

Aired: June 21, 2015

Topic: Make a Difference

Organization: Peace Corps

Time: 00:30

Aired: June 28, 2015

Topic: CPR Certification Course

Organization: Health Ed of New England

Time: 00:30

Aired: June 28, 2015

Topic: Health News and Notes

Organization: American Heart Association/American Stroke Association

Time: 00:30

Aired: June 28, 2015

PUBLIC SERVICE ANNOUNCEMENTS

Topic: Ashley Judd

Organization: Peace Corps

Time: 00:30

Aired: 4/5/15, 5/3/15

Topic: Reduce. Relight. Recycle.

Organization: Compact Fluorescent Lightbulb Recycling, National Electrical Manufacturers Association

Time: 00:30

Aired: 4/5/15, 4/26/15

Topic: Give New Pets a Healthy Head Start

Organization: American Veterinary Medical Association

Time: 00:30

Aired: 4/12/15, 5/10/15, 6/21/15

Topic: Explore Rotary

Organization: Rotary International

Time: 00:30

Aired: 4/12/15

Topic: Childhood Obesity

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:30

Aired: 4/19/15, 5/31/15

Topic: Faces of AFIB and Stroke

Organization: National Stroke Association

Time: 00:30

Aired: 4/19/15

Topic: Helping Veterans

Organization: Paralyzed Veterans of America

Time: 00:30

Aired: 4/19/15, 6/28/15

Topic: Arthritis

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 4/26/15

Topic: Patty Duke—So Easy a Beatnik Can Do It

Organization: Social Security Administration

Time: 00:30

Aired: 4/26/15, 5/3/15

Topic: Aphrodite's Spa—Check Yearly, See Clearly

Organization: AARP, Vision Council

Time: 00:60

Aired: 4/26/15, 5/3/15

Topic: Samuel L. Jackson—Pediatric Cancer

Organization: Stand Up to Cancer, St. Baldrick's Foundation

Time: 00:30

Aired: 5/3/15, 5/24/15, 6/14/15

Topic: A Baby's Story

Organization: March of Dimes

Time: 00:60

Aired: 5/10/15

Topic: Date to the Doctor

Organization: American Academy of Orthopaedic Surgeons

Time: 00:60

Aired: 5/10/15

Topic: Someday
Organization: Social Security Administration
Time: 00:30
Aired: 5/17/15, 6/7/15, 6/28/15

Topic: Veteran Affairs
Organization: US Department of Veterans Affairs
Time: 00:30
Aired: 5/17/15

Topic: Lisa Edelstein—Choosing Healthy Foods
Organization: The Cancer Project
Time: 00:30
Aired: 5/24/15

Topic: Video Game Ratings
Organization: Entertainment Software Rating Board
Time: 00:30
Aired: 5/24/15

Topic: Food Addicts Anonymous
Organization: Food Addicts Anonymous
Time: 00:30
Aired: 5/24/15

Topic: Jon Bon Jovi—United We Serve
Organization: Corporation for National & Community Service
Time: 00:30
Aired: 5/31/15
Topic: Breast Cancer Treatment
Organization: Novartis Oncology Program
Time: 00:60
Aired: 6/7/15

Topic: Paramedic—Heart Attack Warning Signs
Organization: American Heart Association
Time: 00:30
Aired: 6/7/15

Topic: Chronic Obstructive Pulmonary Disease-COPD
Organization: Pfizer
Time: 00:60
Aired: 6/7/15

Topic: Stroke Awareness

Organization: American Stoke Association

Time: 00:30

Aired: 6/7/15

Topic: Mike Farrell—Youth Violence

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 6/7/15, 6/21/15

Topic: Sandwiches

Organization: Grain Foods Foundation

Time: 00:60

Aired: 6/7/15

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:30

Aired: 6/14/15

Topic: Spay or Neuter

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 6/14/15, 6/21/15

Topic: Impetigo-Skin Infections

Organization: Glaxo Smith Kline

Time: 00:60

Aired: 6/14/15

Topic: Veterans Crisis Line

Organization: US Department of Veterans Affairs

Time: 00:30

Aired: 6/21/15

Topic: Skin Cancer Prevention

Organization: Carac Cream

Time: 00:60

Aired: 6/21/15

Topic: Insomnia

Organization: National Sleep Foundation

Time: 00:60

Aired: 6/21/15

Topic: Summer Hair

Organization: Head and Shoulders

Time: 00:60

Aired: 6/28/15

Topic: Protect Your Hair from the Sun

Organization: Head and Shoulders

Time: 00:60

Aired: 6/28/15

Public Service Campaigns

WAAF raised funds for various local families in 2nd quarter 2015

The 23rd Annual WAAF Celebrity Golf Tournament took place on June 24th and 25th at Mohegan Sun Resort and Casino. The event is hosted by Morning Show host Greg Hill to benefit his charity foundation. The Greg Hill Foundation responds to immediate requests for assistance, to improve the lives of local families touched by tragedy, through matching the charitable donation of Greg's media audience.

WAAF promoted and sponsored various charity events in 2nd quarter 2015

WAAF promoted various charities with on-air PSAs including Mass Fallen Heroes-Honoring Their Sacrifice providing advocacy services to local veterans, their families, and families of the fallen (5/23-5/25); Run to Home Base, an event that ends at home plate at Fenway to benefit the organization Red Sox Foundation (6/4-7/1); Right Field Roof Deck parties to benefit the Red Sox Foundation; and 96 Elephants and Wildlife Conservation Society (April-June).

WAAF promoted and sponsored various charity events in 2nd quarter 2015

WAAF promotes and sponsors various charities with on-air mentions in the segment called "Give 'Em Hell-p." These PSAs highlight 1-2 charity events with which WAAF is participating.

WAAF website promotes charity work in 2nd quarter 2015

WAAF's website continues to promote various charities by providing information to the community. WAAF's website links listeners with community events like Branch Street Fire Victims Relief Fund, Northwest Atlantic Marine Alliance's Rock the Boat Fundraiser, Joslin Diabetes Fundraiser at Antico Forno, Terramia, and Cobblestone Restaurants to benefit The Joslin Diabetes Center and The Juvenile Diabetes Research Foundation (JDRF), Wediko Children's Services Climb for Kids Stair Climb, 6th Annual Jessie's Coastal Cruise B.A.D. Ride to benefit American Diabetes Association, Bringin' Down the House at the House of Blues, Muscular Dystrophy Association Fundraiser at Buffalo Wild Wings, Murnane Family and the Ancient Craft Widow's Son's Annual Suicide Prevention Ride to benefit AFSP and Carry the Fallen, How to Help Nepal (Red Cross, Shelterbox USA, and Save the Children), Gerard J. Jacobs 3 on 3 Hockey Jamboree to benefit the Gerard J. Jacobs Memorial Scholarship, Spring Fever

Bike Run to benefit Vets 1st, 2nd Annual Salute Our Veterans Motorcycle Ride
Project New Hope Inc., Massachusetts Fallen Heroes Memorial, Boston's 5th
Annual Wounded Vet Run, 2nd Annual Marlborough PD Motorcycle Ride to
benefit Special Olympics Massachusetts, and Teamster Horsemen Motorcycle
Association (THMA) Annual Ride for Autism to benefit Autism Speaks.